MONTANAFAIR • ARENA HORSE RACING

December 6, 1993

Proposal for:

Marlboro Music
Attention: Jose R. Fontanez
Manager
Philip Morris U.S.A.
120 Park Ave.
New York, N.Y. 10017-5592

Event:
MARLBORO SPONSORSHIP OF FOUR CONCERTS AT MONTANAFAIR 1994

Background: MontanaFair, located in Billings, Montana, is Montana's largest event. Located in the 170 acres fairgrounds and arena complex, this is the largest facility of it's type in a five state area. MontanaFair dates in 1994 are August 13 through 20.

MontanaFair sells it's night show tickets in a package--a book for eight nights of entertainment to include four concerts and four nights of "dirt"events, arenacross and rodeo, for $25.00. There will be 6 p.m. and 9 p.m. concerts each night Saturday through Tuesday and one 7:30 p.m. performance of arenacross and rodeo Wednesday through Saturday. A general admission book is also available for $20.00. The ticket book price does not include Fair gate admission, however, night show patrons are welcome to attend the Fair following the concerts at no additional charge.

This proposal deals only with the first four nights of concert activity--a total of eight shows. At this time, we have booked Little Texas, Suzy Bogguss, and Brooks and Dunn. One concert night booking is still pending. Each of these artists will perform twice. The opening act for all shows will be Frank Webster and Co., a comedian we utilized last year who did a different show each night and was very popular with our fans.

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Source: https://www.industrydocuments.ucsf.edu/docs/xtfm0004

Last year, our third year of selling the package, 9,568 reserved books were sold, 2,057 general admission books were sold, and 3,430 single admission tickets were sold. We expect increased sales in 1994. (In the past, the price of the book has been similar to the single ticket price for many events we host in our arena in the course of the year. The public has finally recognized that they really can purchase all eight nights for $25).

The book itself is sponsored by KCTR radio. this station, a contemporary country station, is the leader in the marketplace securing over a 30 market share in most quarter year increments. They sell print/radio ad packages in the book and, last year, put nearly $9,000.00 in promotion and ad schedule to selling and promoting the ticket book and the night shows.

MontanaFair has budgeted $75,000 in advertising for the 1994 fair.

SPONSOR BENEFITS:

DISCOUNT COUPON: We propose a $5 coupon on the reserved book. This would result in a $20 reserved book--reserved at the general admission price. We would look to Marlboro to reimburse MontanaFair for the coupons redeemed. With additional promotion, this could amount to as much as !2,000 books sold, or $60,000. (Last year over 9,500 books were sold.)
Marlboro would assume production, distribution, and printing expense for the coupon.

Marlboro scrims, flagging and stage banners would be utilized throughout the four nights. Marlboro will "own" the stage, however, some of our artists may carry sponsor with them. (Our book sponsor, KCTR, has some arena signage, but no stage presence.) There is no other signage.

Ad in official Fair program: The Billings Gazette publishes the official fair program as a special section one week prior to the fair. It is distributed as an insert in roughly 60,000 newspapers. We agree to purchase one page, 30 column inches, for Marlboro's ad.

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Additional ad inclusions: Wherever applicable, the words, "Marlboro Music State Fair Tour presents . . .", and the tour logo will be utilized. These opportunities include, but are not limited to:

* Official program: The Fair purchases eight pages in this special section. Four of those pages will focus on the concert nights and Marlboro logo and verbiage will be utilized. Schedule pages and editorial content will include mentions and reference.

* Radio production pertaining to concerts will include appropriate language.

* 300 reserved night show ticket books will be provided for use at sponsor's discretion.

* 500 adult gate admissions will be provided for use at sponsor' discretion.

* Our "Zonta Room", overlooking the arena, will be provided for hospitality for up to 100 guests each evening of concert entertainment. We will provide, at the expense of the fair, a hosted bar and hot and cold hors d ouerves on those four evenings at times we mutually agree upon.

*VIP parking at the front of the arena for 10 autos for the four concert nights.

* Preferred parking for 10 vehicles for all eight days of the Fair.

* Commercial exhibit space for a 10 foot by 22 foot booth plus three outdoor kiosks.

* Signage: In addition to arena signage, we will acknowledge Marlboro Music State Fair Tour Presents . . . . on two electronic lettered signs at our entrances as well as at the top of our stationary lettered sign at the exit to the grounds.

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REQUIREMENTS OF MARLBORO:

*Reimbursement for coupons redeemed at $5.00 each.

*$25,000 in print advertising. (We have a contract with the local regional newspaper and would allow your agency to access this account in order to maximize the dollars spent with this media. We would hope to work closely to coordinate these media buys to best utilize both ad budgets.)

*$50,000 sponsorship fee

*Marlboro would be responsible for mitigating any additional fees requested by the artists, above and beyond our existing contracts. (We realize that, at this time, this is a nebulous item and are willing to assist with this negotiation. Our negotiations are so new that we have not yet been able to resolve this issue).

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